

WHAT IS CLAIMED IS:

- 1 1. A method for eliciting a response from a respondent, comprising:
2 receiving an indication that a transaction has been completed; and
3 transmitting, in response to the indication, an electronic mail message to a
4 respondent, the message including one or more questions concerning the transaction.

- 1 2. A method according to Claim 1, wherein the transaction comprises a help
2 desk transaction.

- 1 3. A method according to Claim 2, wherein the indication comprises an
2 indication that a help desk ticket submitted by the respondent has been closed.

- 1 4. A method according to Claim 1, further comprising:
2 determining whether or not to transmit the one or more questions based on a
3 specified percentage of completed transactions for which questions are to be
4 transmitted.

- 1 5. A method according to Claim 4, further comprising:
2 determining whether or not the one or more questions have been previously
3 transmitted to the respondent,
4 wherein the transmitting step is performed only if the one or more questions
5 have not been previously transmitted to the respondent.

- 1 6. A method according to Claim 1, further comprising:
2 determining whether or not the one or more questions have been previously
3 transmitted to the respondent,
4 wherein the transmitting step is performed only if the one or more questions
5 have not been previously transmitted to the respondent.

- 1 7. A method according to Claim 1, further comprising:

2 determining whether or not any questions have been previously transmitted to
3 the respondent,
4 wherein the transmitting step is performed only if no questions have been
5 previously transmitted to the respondent.

1 8. A method according to Claim 1, further comprising:
2 querying a local database to identify completed transactions.

1 9. A method according to Claim 1, wherein the one or more questions are
2 transmitted according to a predefined transmission schedule.

1 10. A method according to Claim 1, wherein the transmitting step comprises:
2 receiving a command from a user to transmit the one or more questions.

1 11. A computer-readable medium storing processor-executable process steps
2 to elicit a response from a respondent, the steps comprising:
3 a step to receive an indication that a transaction has been completed; and
4 a step to transmit, in response to the indication, an electronic mail message to
5 a respondent, the message including one or more questions concerning the
6 transaction.

1 12. A system for administering surveys, comprising:
2 a first device for receiving an indication that a transaction has been completed
3 and for transmitting, in response to the indication, one or more questions concerning
4 the transaction to a respondent in an electronic mail message; and
5 a second device for receiving one or more responses to the one or more
6 questions, for generating a report based on the one or more responses, and for
7 providing the report to the first device.

1 13. A method for transmitting a survey, comprising:
2 generating a survey comprising one or more questions;

3 defining a transaction in response to the completion of which the survey
4 should be transmitted;
5 detecting completion of the transaction; and
6 transmitting an electronic mail message including the survey to a respondent
7 in response to the detection.

1 14. A method according to Claim 13, further comprising:
2 receiving one or more responses to the one or more questions.

1 15. A method according to Claim 13, further comprising:
2 specifying a connection to an electronic mail server.

1 16. A method according to Claim 13, wherein the step of detecting the event
2 comprises:
3 defining fields of a database corresponding to the transaction; and
4 querying the database for information populating the defined fields.

1 17. A computer-readable medium storing processor-executable process steps
2 to elicit a response from a respondent, the steps comprising:
3 a step to generate a survey comprising one or more questions;
4 a step to define a transaction in response to the completion of which the survey
5 should be transmitted;
6 a step to detect completion of the transaction; and
7 a step to transmit the survey to a respondent in an electronic mail message in
8 response to the detection.

1 18. A method for producing survey results, comprising:
2 receiving one or more responses to one or more questions transmitted to a
3 respondent in an electronic mail message in response to detection of a completed
4 transaction;
5 generating a report based on the one or more responses; and

6 transmitting the report.

1 19. A method according to Claim 18, wherein the one or more questions were
2 transmitted by a first device and wherein the report is transmitted to the first device.

1 20. A computer-readable medium storing processor-executable process steps
2 to elicit a response from a respondent, the steps comprising:

3 a step to receive one or more responses to one or more questions transmitted to
4 a respondent in an electronic mail message in response to detection of a completed
5 transaction;

6 a step to generate a report based on the one or more responses; and
7 a step to transmit the report.

1 21. A system for administering surveys, comprising:

2 a client device for generating a survey comprising one or more questions, for
3 defining a transaction, for receiving an indication that the transaction has been
4 completed, and for transmitting, in response to the indication, an electronic mail
5 message comprising one or more questions concerning the transaction to a
6 respondent;

7 a transaction device for storing data indicating that the transaction has been
8 completed and for transmitting the indication that the transaction has been completed;
9 and

10 a server device for receiving one or more responses to the one or more
11 questions, for generating a report based on the one or more responses, and for
12 providing the report to the client device.

1 22. A system according to Claim 21, wherein the client device queries a
2 database of the transaction device according to a schedule to determine whether the
3 transaction has been completed.

1 23. A system according to Claim 21, wherein the server device receives the
2 responses and the one or more questions from a respondent device.

1 24. A method for administering a survey, comprising:
2 receiving indications from a user of one or more fields of a database, the fields
3 specifying information;
4 determining that the one or more criteria have been satisfied based on
5 information specified in the one or more fields; and
6 transmitting a survey to a respondent based on the determination.

1 25. A method according to Claim 24, further comprising:
2 receiving an indication of the database from the user; and
3 querying the database to receive indications of fields comprising the database.

1 26. A method according to Claim 24, further comprising:
2 generating the survey based on one or more questions received from the user.

1 27. A method according to Claim 24, wherein the determining step comprises:
2 receiving information specified in one or more of the one or more fields
3 indicating that the one or more criteria have been satisfied.

1 28. A method according to Claim 24, wherein the one or more criteria
2 comprise the completion of a transaction.

1 29. A method according to Claim 24, wherein the survey is transmitted via
2 electronic mail.

1 30. A method according to Claim 29, wherein the survey comprises an
2 electronic mail message.

1 31. A computer-readable medium storing processor-executable process steps
2 to administer a survey, the process steps comprising:
3 a step to receive indications from a user of one or more fields of a database,
4 the fields specifying information;
5 a step to determine that the one or more criteria have been satisfied based on
6 information specified in the one or more fields; and
7 a step to transmit a survey to a respondent based on the determination.

1 32. A medium according to Claim 31, the process steps further comprising:
2 a step to receive an indication of the database from the user; and
3 a step to query the database to receive indications of fields comprising the
4 database.

1 33. A medium according to Claim 31, the process steps further comprising:
2 a step to generate the survey based on one or more questions received from the
3 user.

1 34. A medium according to Claim 31, wherein the step to determine
2 comprises:
3 a step to receive information specified in one or more of the one or more fields
4 indicating that the criteria have been satisfied.

1 35. A medium according to Claim 31, wherein the survey is transmitted via
2 electronic mail.

1 36. A medium according to Claim 35, wherein the survey comprises an
2 electronic mail message.

1 37. An apparatus for administering a survey, comprising:
2 a processor;
3 a display; and

4 a storage device in communication with the processor and storing instructions
5 adapted to be executed by the processor to:

6 receive indications from a user of one or more fields of a database, the
7 fields specifying information;

8 determine that the one or more criteria have been satisfied based on
9 information specified in the one or more fields; and

10 transmit a survey to a respondent based on the determination.

1 38. An apparatus according to Claim 37, the instructions further adapted to be
2 executed by the processor to:

3 receive an indication of the database from the user; and

4 query the database to receive indications of fields comprising the database.

1 39. An apparatus according to Claim 37, the instructions further adapted to be
2 executed by the processor to:

3 generate the survey based on one or more questions received from the user.

1 40. An apparatus according to Claim 37, wherein the instructions adapted to
2 be executed by the processor to determine that a transaction has been completed are
3 further adapted to be executed by the processor to:

4 receive information specified in one or more of the one or more fields
5 indicating that the one or more criteria have been satisfied.

1 41. An apparatus according to Claim 37, wherein the survey is transmitted via
2 electronic mail.

1 42. An apparatus according to Claim 41, wherein the survey comprises an
2 electronic mail message.